

IMPOSSIBLE™

GROUND BEEF MEAT FROM PLANTS



- ✓ BOOST TRAFFIC
- ✓ ATTRACT NEW CUSTOMERS
- ✓ IMPROVE SAME STORE SALES

MEAT ON A MISSION

People love meat. After all, it's delicious and they want to keep eating it. But they also love the planet, and are looking for a better way to enjoy their favorite foods. So we made our cult-classic Impossible™ Beef. It's a 1:1 substitute for ground beef in any dish, but has 40% less fat¹, 0mg cholesterol (6g saturated fat per serving) and is way better for the planet.

ANY WAY YOU WANT IT

Spiced, sauced, braised, grilled, you name it — if you know how to cook ground beef, you know how to cook Impossible Beef.

MADE FOR
MEAT
LOVERS



GLUTEN FREE

ImpossibleFoods.com/Sell-Impossible

1. USDA 80/20 ground beef contains 23 g total fat while Impossible Burger contains 13g total fat per 4 oz serving.



GOOD FOR YOUR BUSINESS

We have a track record of creating strong business results for our partners. Putting Impossible™ products on your menu can boost your sales revenue, brand perception and foot traffic:

55% more sales than a leading competitor per restaurant location¹

30% increase in new product trial rate³

26% YoY sales, indicating new customer growth²

125% of sales goals achieved at launch⁴

1. NPJ Supply Track, September 2021 2. Gott's Roadside data 3. Jamba data 4. 85°C Bakery Cafe data

PACKED WITH NUTRIENTS

Compared to 80/20 ground beef¹, a 4 oz serving of Impossible Beef has:

- The same amount of protein (19g)
- 40% less total fat and 33% less saturated fat
- 0mg cholesterol (6g saturated fat)
- Good source of fiber (13g total fat)
- Gluten free, Kosher, Halal Certified
- No animal hormones or antibiotics

1:1 SUBSTITUTE FOR GROUND BEEF IN ANY RECIPE

Impossible Beef cooks² & handles³ like ground beef from cows so you can add it in popular menu items like tacos, burger, lasagna, dumplings, soups -- the possibilities are endless. Impossible Beef also provides up to 28% more yield than animal ground beef⁴, so you get more bang for your buck!



1. USDA 80/20 ground beef contains 19g protein, 23g total fat and 9g saturated fat while Impossible™ Burger Meat From Plants contains 19g protein, 13g total fat and 6g saturated fat per 4 oz serving. 2. 87% of surveyed participants reported that cooking Impossible™ Burger was about the same or easier than ground beef. (Los Angeles, California, HUT 2021, n=109 beef-eating consumers) 3. 84% of surveyed participants reported that forming and handling of Impossible™ Burger was as easy or easier than ground beef (Los Angeles, California, HUT 2021, n=109 beef-eating consumers) 4. Based on internal and manufacturing site testing, 2021

MEAT MADE FROM PLANTS

At Impossible Foods, we believe that delicious meat doesn't have to come from animals. In 2011, we cracked the code on what makes meat taste like meat — using plants, vitamins, nutrients and our rockstar ingredient heme. Since then, our products have won awards, industry acclaim and a cult-like following. That's meat on a mission.

Nutrition Facts	80/20 Ground Beef	Impossible Burger
	4 oz (113g)	
Serving size	4 oz (113g)	
Amount per serving		
Calories	290	230
	% Daily Value*	% Daily Value*
Total Fat	23g	13g
Saturated Fat	9g	6g
Trans Fat	1.5g	0g
Cholesterol	80mg	0mg
Sodium	75mg	370mg
Total Carbohydrate	0g	9g
Dietary Fiber	0g	5g
Total Sugars	0g	<1g
Includes Added Sugars	0g	<1g
Protein	19g	19g
	32%	38%
	0%	0%
Vitamin D	0.1mcg	0mcg
Calcium	20mg	180mg
Iron	2.2mg	4mg
Potassium	310mg	700mg
Thiamin	0.05mg	0.46mg
Riboflavin	0.17mg	0.18mg
Niacin	4.8mg	9.2mg
Vitamin B6	0.36mg	0.34mg
Folate	10mcg DFE	85mcg DFE
Vitamin B12	2.42mcg	3.01mcg
Phosphorus	180mg	190mg
Zinc	4.7mg	5.5mg

Ingredients: Water, Soy Protein Concentrate, Sunflower Oil, Coconut Oil, 2% Or Less Of: Natural Flavors, Methylcellulose, Cultured Dextrose, Food Starch Modified, Yeast Extract, Dextrose, Soy Leghemoglobin, Salt, Mixed Tocopherols (Antioxidant), L-Tryptophan, Soy Protein Isolate
Vitamins & Minerals: Zinc Gluconate, Niacin (Vitamin B3), Thiamine Hydrochloride (Vitamin B1), Pyridoxine Hydrochloride (Vitamin B6), Riboflavin (Vitamin B2), Vitamin B12

SERVE IMPOSSIBLE BEEF

Request a sample from your rep.

Place an order with your distributor.

Reach out through ImpossibleFoods.com/Sell-Impossible

We're here to help.

Whether it's training, guidelines, or marketing materials — our team has you covered. To see what resources and support we offer, check out ImpossibleFoods.com/Foodservice

Item Code	Description	Pack Size
60-00010	5 lb Impossible Beef Brick	4 x 5 lb
60-00011	¼ lb Impossible Burger Patties	4 x 10 ¼ lb
3000000133	½ lb Impossible Indulgent Burger Patties	4 x 8 ½ lb
3000000038	2.8oz RTE Impossible Burger Patties	2 x 5 lb



Highly Confidential: Do Not Distribute.